

Claims

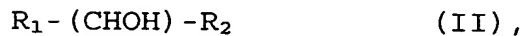
1. A shear thinning, transparent, gel laundry detergent composition, comprising a surfactant system containing surfactant material selected from an anionic surfactant, a nonionic surfactant or a mixture thereof, and from 1 to 8% by weight of a fatty alcohol gelling agent having the formula



wherein:

R1, R2 and R3 are independently selected from hydrogen and saturated or unsaturated, linear or branched C₁-C₁₆ alkyl groups, whereby the total number of carbon atoms in the gelling agent is between 8 and 17.

2. A composition according to claim 1, wherein the fatty alcohol gelling agent has the formula



wherein:

R1 is hydrogen, and

R2 is selected from saturated, linear or branched C₉-C₁₃ alkyl groups.

3. A composition according to claim 2, wherein the fatty alcohol gelling agent is chosen from 1-decanol, 1-dodecanol, 2-decanol, 2-dodecanol, 2-methyl-1-decanol, 2-methyl-1-dodecanol, 2-ethyl-1-decanol and mixtures thereof.

4. A composition according to any preceding claim, wherein the concentration of the fatty alcohol gelling agent in the composition is from 3 to 6% by weight.
5. A composition according to any preceding claim, wherein the surfactant system contains an anionic surfactant selected from the group consisting of linear alkyl benzene sulphonate, alkyl sulphonate, alkylpolyether sulphate, alkyl sulphate and mixtures thereof.
6. A composition according to any preceding claim, wherein the anionic surfactant is present at a concentration of from 5% to 50% by weight, preferably from 5% to 25% by weight.
7. A composition according to any preceding claim, wherein the nonionic surfactant is an ethoxylated alcohol having 3 to 11 ethylene oxide groups.
8. A composition according to any preceding claim, wherein the nonionic surfactant is present at a concentration of from 5% to 50% by weight, preferably from 5% to 30% by weight.
9. A composition according to any preceding claim, wherein the surfactant system is substantially free of amphoteric or zwitterionic surfactants.
10. A composition according to any preceding claim, wherein the composition additionally comprises a detergency builder selected from the group consisting of carboxylates, polycarboxylates, aminocarboxylates, carbonates, bicarbonates, phosphates, phosphonates and mixtures thereof.

11. A composition according to claim 10, wherein the detergent builder is alkali metal citrate.
12. A composition according to any preceding claim, wherein the composition further comprises up to 10% by weight of an organic solvent.
13. A composition according to any preceding claim, wherein the composition further comprises minor ingredients selected from the group consisting of optical brighteners, alkaline buffers, soil release polymers, dy transfer inhibitors, polymeric dispersing agents, suds suppressors, dyes, perfumes, colourants, filler salts antiredeposition agents, antifading agents and mixtures thereof.
14. A composition according to any preceding claim, wherein the composition comprises 0.1 to 10% by weight of particles having a size of from 300 to 5000 microns.
15. Use of a fatty alcohol as a gelling agent in a shear thinning, transparent, gel laundry detergent composition according to any of claims 1-14.